

TIME: 7:59
DATE: Oct 20, 1953 Tuesday
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

HAVING a HOUSE PARTY this HALLOWEEN? Are YOU a
harassed SOCIAL CHAIRMAN? PIERCE'S PAINT & ART STORE,
196 MAIN STREET, promises to help you.

This week, PIERCE'S is offering a WIDE selection of
construction papers which can be used for making
all those gay decorations of WITCHES, black cats,
PUMPKINS, and ghosts. Pierce's has enough HALLOWEENISH

ORANGE and BLACK ~~and other~~ paper to satisfy ANY Princeton man.

And, for that extra razzle-dazzle, stop in at PIERCE'S
for glitter, gold, and silver paints.

THEY'RE EASY to work with, effective on application.

Don't wait until the last minute, BUY your materials NOW,,
before the other houses jump the gun.

Pierce's is within EASY walking or BIKING^{DISTANCE}, just across the
from City Hall, on Main Street.

Remember, for that HALLOWEEN Hullabaloo,

for other art supplies, too

YOU CAN't go wrong, if you GO to PIERCE'S.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON

THE CORRECT TIME IS NOW.....8:00.....

Al Thompson
ANNOUNCER'S SIGNATURE

TIME: 7:27
DATE: 10/20/45
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

HAVING THE HOUSE PARTY THIS HALLOWEEN? ARE YOU A
HARASSED SOCIAL CHAIRMAN? PIERCE'S PAINT & ART STORE,
196 MAIN STREET, PROMISES TO HELP YOU.
THIS WEEK, PIERCE'S IS OFFERING A WIDE SELECTION OF
CONSTRUCTION PAPERS WHICH CAN BE USED FOR MAKING
ALL THOSE GAY DECORATIONS OF WITCHES, BLACK CATS,
PUMPKINS, AND GHOSTS. PIERCE'S HAS ENOUGH HALLOWEENISH
BLACK AND WHITE PAPER TO SATISFY ANY PRINCESTON MAN.
AND, FOR THAT EXTRA TAZZLE-BAZZLE, STOP IN AT PIERCE'S
FOR GLITTER, GOLD, AND SILVER PAINTS.
THEY'RE EASY TO WORK WITH, EFFECTIVE ON APPLICATION.
DON'T WAIT UNTIL THE LAST MINUTE, BUY YOUR MATERIALS NOW,
BEFORE THE OTHER HOUSES JUMP THE GUN.
PIERCE'S IS WITHIN EASY WALKING OR BIKING, JUST ACROSS THE
FROM CITY HALL, ON MAIN STREET.
REMEMBER, FOR THAT HALLOWEEN HALLABLOO,
FOR OTHER ART SUPPLIES, TOO.
YOU CAN'T GO WRONG, IF YOU GO TO PIERCE'S.

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WGBR, NORTHAMPTON
THE CORRECT TIME IS NOW.....

AMERICAN'S SIGNATURE